

OPTIMIZING YOUR PERMALINK STRUCTURE

This is one of the most important things you should do to properly SEO your blog. Even though WordPress is a great piece of software, it is not initially optimized for SEO. Let's say for example, that you create a post entitled "Potty Dog Training Tips". By default it would look something like this:

Myblog.com/?p=3

That isn't very descriptive at all, is it! By making a simple change to something called the permalink structure, we can make it look like this automatically:

Myblog.com/potty-dog-training-tips

A lot better eh?

Changing the permalink structure is pretty easy, you just need to go to the settings section of your blog, and click on "Permalinks". Make sure that you enter this as your custom link:

`/%category%/postname%/`

Once this information is saved, your blog will generate some code that you need to stick into your .htaccess file. You can do this through ftp or a program like file manager through your cpanel. Please refer to Video #6 to see me change my permalink structure.

THE POWER OF KEYWORD RESEARCH

If you aren't doing proper keyword research before you plan and write your blog post, you are taking a stab in the dark at your post becoming popular. Just writing on your niche isn't enough, you need to be spending time researching and discovering the best keywords to target.

The basic premise of keyword research involves finding keywords that have:

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1. A reasonable amount of searches per day/month
2. A reasonably low amount of competition on the internet for that specific phrase.
3. Are related to your market, and would generate traffic that would perform well for you.

Whenever someone does a search on Google, Google keeps track of the results. We can access this incredibly valuable data by heading here:

<https://adwords.google.com/select/KeywordToolExternal>

We will use this tool as a way to gauge what types of things people in your market are searching for.

Please refer to video #7 to learn more about the fundamentals of keyword research.

KEYWORD RESEARCH CASE STUDY

I created a detailed keyword search case study, so you can follow along with my exact thought process as I find keywords to target on my blog. I also talk about how to gauge the competition for a particular phrase by doing a search on Google for that keyword phrase, and enclose it in quotes. So, for example, it would look like this:

“custom embroidered hats”

I highly recommend you view video #8 to see this case study.

OVERVIEW OF AN OPTIMIZED POST

Before we go any further, I would like to outline the basics of what go into creating an optimized post or page. We will break each of these topics down as we move forward.